



California Project LEAN (Leaders Encouraging Activity and Nutrition) and the *California Nutrition Network for Healthy, Active Families*

The twelve regions of California Project LEAN serve as Local Lead Agencies and a coordinating “umbrella” for the **California Nutrition Network’s** Local Incentive Awardees and Special Projects throughout California. In communities across the state, California Project LEAN’s regional coordinators convene local coalitions to promote nutrition and physical activity campaign messages through the media, grocery stores, and other channels. California Project LEAN’s Statewide Steering Committee includes health, university, industry, and non-profit representatives who serve in an advisory capacity.

HISTORY

California Project LEAN began in 1987 as a pilot project in the Bay Area with a grant from the Henry J. Kaiser Family Foundation. In 1991, the California Department of Health Services assumed leadership of California Project LEAN and expanded its reach by funding regional programs across the state. California Project LEAN is administered by the California Department of Health Services and the Public Health Institute with funds from USDA’s Food Stamp Program through the *California Nutrition Network*, Cancer Research Section of the California Department of Health Services, Centers for Disease Control and Prevention, federal block grant, and The California Endowment.

As Local Lead agencies, the Project LEAN Regions:

- **Implement and evaluate community-based social marketing projects that promote healthy eating and physical activity at the Regional level.** The projects use research to determine community interventions that are centered around the needs and concerns of low-income consumers. Each project is unique and addresses the needs and concerns of consumers in that individual region.
- **Develop and maintain customer-based regional coalitions that promote nutrition and physical activity.** Coalition members include representatives from regional *Network*-funded Local Incentive Award projects, 5-a- Day *Power Play!*, and Latino 5 a Day, social service agencies, nutrition and food security agencies, and faith outreach groups, as well as other groups and individuals committed to serving low-income families.
- **Support and localize the statewide media and retail activities of *The California Nutrition Network* through strong relationships with media outlets within their area.** The Project LEAN Regions provide input for the design and placement of state produced media messages and materials, to assure that media and retail activities placed in venues will achieve the greatest reach into the low-income population in their region.
- **Conduct ongoing research and evaluation of local *Network* activities.** The Project LEAN Regions monitor the progress and success of their efforts to assure that activities are reaching the low-income population and are meeting its needs and concerns.

California Project LEAN Programs

Food on the Run: California Project LEAN’s *Food on the Run* program is dedicated to increasing healthy eating and physical activity among underserved adolescents. The program focuses on strengthening

individual skills and knowledge while also working to influence the high school community and its school-based policies and environment to increase access to healthy foods and physical activity options. **Food on the Run** works with teens, parents, healthy eating and physical activity, and engage them in developing supportive policy solutions using *Playing the Policy Game*, *Jump Start Teens* and other resources.

California Bone Health Campaign for Low-Income Latino Mothers: Mexican American women suffer from osteoporosis in significant numbers (16%). In an effort to improve the bone health of Latinas and their school-age children, the **California Bone Health Campaign**, *Huesos Fuertes, Familia Saludable (Strong Bones, Healthy Family)*, promotes the consumption of one extra serving of 1% (low-fat) milk for low-income, Spanish-language dominant Latino mothers and their children. The campaign is comprised of two components. The marketing component utilizes paid Spanish-language radio and TV commercials, taste-tests of 1% milk at grocery stores, and marketing/PR at special community events. The promotora component trains lay community health workers (promotoras) to lead osteoporosis prevention education sessions for members of the target audience.

The main objectives of CPL's *California Bone Health Campaign(CBHC)* in Year 07 are:

- (1) To market the CBHC pilot study (held in Year 05) results to other health professionals and organizations. Evaluation of the pilot study showed that the marketing component paired with the promotora component as a strategy appears to have been a more effective approach for improving knowledge about osteoporosis and 1% milk, attitude about 1% milk, and consumption of 1% milk than the marketing efforts alone.
- (2) To implement the campaign in four California communities (Fresno, Santa Ana, Colton, Escondido). Analysis of the campaign roll-out interventions from Year 06 will be completed by March 2003. Campaign materials including the osteoporosis prevention brochure and promotora curriculum will be updated as needed and printed for the campaign. Implementation and evaluation plans for the campaign roll-out will be developed based on evaluation results of the pilot study, preliminary analysis of Year 06 campaign, and the resources of each community. For the Year 07 campaign, each community will be asked to complete both components (marketing and promotora components) of the campaign. As part of the intervention, they will be assisting with creating environmental change in their communities by working with local retailers to increase the availability and promotion of 1% milk. Training will be provided to community staff for data collection, conducting the promotora model, collecting milk sales data in the community, and also for spokespersons.

The School Board Nutrition Policy Project: California Project LEAN conducted formative research to develop a social marketing plan to motivate policy makers to examine and enact local school district policies that support healthy eating. Formative research gathered included:

- (1) a literature review to understand the importance of policy and its role in schools, (2) a report on coverage in the state's major newspapers to evaluate how the media covers adolescent nutrition policies, (3) interviews with school board members, superintendents and principals to understand barriers, perceptions, attitudes and motivations to address healthy eating issues in schools, and (4) a statewide school board and superintendent survey. Project goals include educating school board members in districts serving low-income students about the importance of nutrition policies, and to increase the number of school district policies that support healthy eating. A Nutrition Policy Handbook will be developed for school board members.

The project is a joint effort of ten California communities, the University of South Florida Prevention Research Center and the California School Board Association (CSBA). Key partners include the California Parent Teacher Association, and the California Department of Education.

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